

Social Media Management

社會媒體管理

Social Media Marketing

1001SMM08

TMIXM1A

Fri. 7,8 (14:10-16:00) L215

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2011-12-16

課程大綱 (Syllabus)

週次	日期	內容 (Subject/Topics)
1	100/09/09	Course Orientation for Social Media Management
2	100/09/16	Web 2.0, Social Network, and Social Media
3	100/09/23	Theories of Media and Information
4	100/09/30	Theories of Social Media Services and Information Systems
5	100/10/07	Paper Reading and Discussion
6	100/10/14	Behavior Research on Social Media Services
7	100/10/21	Paper Reading and Discussion
8	100/10/28	Midterm Project Presentation and Discussion
9	100/11/04	期中考試週

課程大綱 (Syllabus)

- 10 100/11/11 Business Models and Issues of Social Media Service
- 11 100/11/18 Paper Reading and Discussion
- 12 100/11/25 Seminar
- 13 100/12/02 Strategy of Social Media Service
- 14 100/12/09 Paper Reading and Discussion
- 15 100/12/16 Social Media Marketing
- 16 100/12/23 Social Network Analysis, Link Mining, Text Mining,
Web Mining, and Opinion Mining in Social Media
- 17 100/12/30 Project Presentation and Discussion
- 18 101/01/06 期末考試週

Outline

- Social Media Marketing
- Marketing
- Marketing Management

Social Media Marketing-

Marketing and Sales in Social Media

- Social Media and the **Voice of the Customer**
- Integrating Social CRM Insights into the Customer Analytics Function
- Using Social Media to Drive Product Development and Find New Services to Sell
- Social Community Marketing and Selling

Marketing

- “**Marketing** is an organizational function and a set of processes for creating, communicating, and delivering **value** to customers and for managing customer **relationships** in ways that benefit the organization and its stakeholders.” *(Kotler & Keller, 2008)*

Marketing Management

- “Marketing management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value.” *(Kotler & Keller, 2008)*

Marketing

Selling

Selling is only the tip of the iceberg



“There will always be need for some selling. But the aim of marketing is to make selling superfluous. The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself. Ideally, marketing should result in a customer who is ready to buy. All that should be needed is to make the product or service available.”

Peter Drucker

Obtaining Products



For an exchange to occur...

- There are at least two parties.
- Each party has something that might be of value to the other party.
- Each party is capable of communication and delivery.
- Each party is free to reject the exchange offer.
- Each party believes it is appropriate or desirable to deal with the other party.

What is Marketed?

- **Goods** (tangible)
- **Services** (intangible)
- **Events** (time based—trade shows) and **Experiences** (Walt Disney World's Magic kingdom)
- **Persons** (Artists, Musicians, CEO, Physicians)
- **Places** (Cities, States, Regions, Nations) and **Properties** (Intangible rights of ownership of real estate or financial properties)
- **Organizations** (Universities, Museums, Performing Arts Organization)
- **Information** (Books, Schools, Magazines)
- **Ideas** (Revlon sell hope)

Marketing Goods



Marketing Ideas:

Friends Don't Let Friends Drive Drunk

*This is the watch
Stephen Hollingshead, Jr. was
wearing when he encountered a
drunk driver.
Time of death 6:55 p.m.*



This is the watch Stephen Hollingshead, Jr. was wearing when he encountered a drunk driver.
Time of death 6:55pm.

Friends Don't Let Friends Drive Drunk.

Key Customer Markets

- **Consumer markets** (personal consumption)
- **Business markets** (resale or used to produce other products or services)
- **Global markets** (international)
- **Nonprofit/Government markets** (Churches, Universities, Charitable Organizations, Government Agencies)

Key Customer Markets

Consumer Markets



Global Markets



Business Markets



Nonprofit/ Government Markets



The marketplace isn't what it used to be...



Changing technology

Globalization

Deregulation

Privatization

Empowerment

Customization

Convergence

Disintermediation

Company Orientations

- **Production**
 - consumers will prefer products that are widely available and inexpensive
- **Product**
 - consumers favor products that offer the most quality performance, or innovative features
- **Selling**
 - consumer and businesses, if left alone, won't buy enough of the organization's products
- **Marketing**
 - find the right product for the consumers (i.e., satisfy the wants and needs of the consumers)

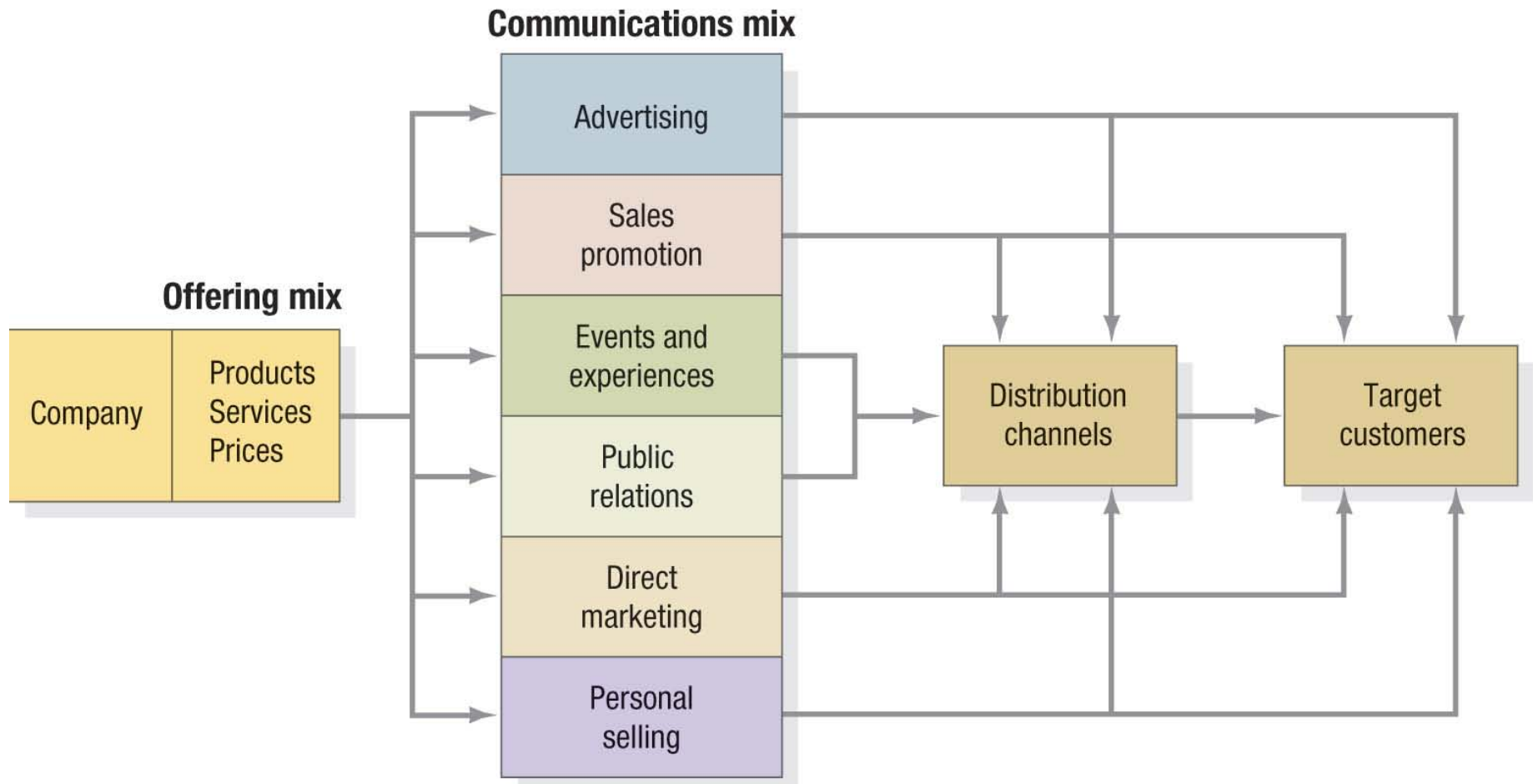
Marketing 4P

- Product
- Price
- Place
- Promotion

The Four P's



Marketing-Mix Strategy



Marketing Mix and the Customer

Four Ps

- Product
- Price
- Place
- Promotion

Four Cs

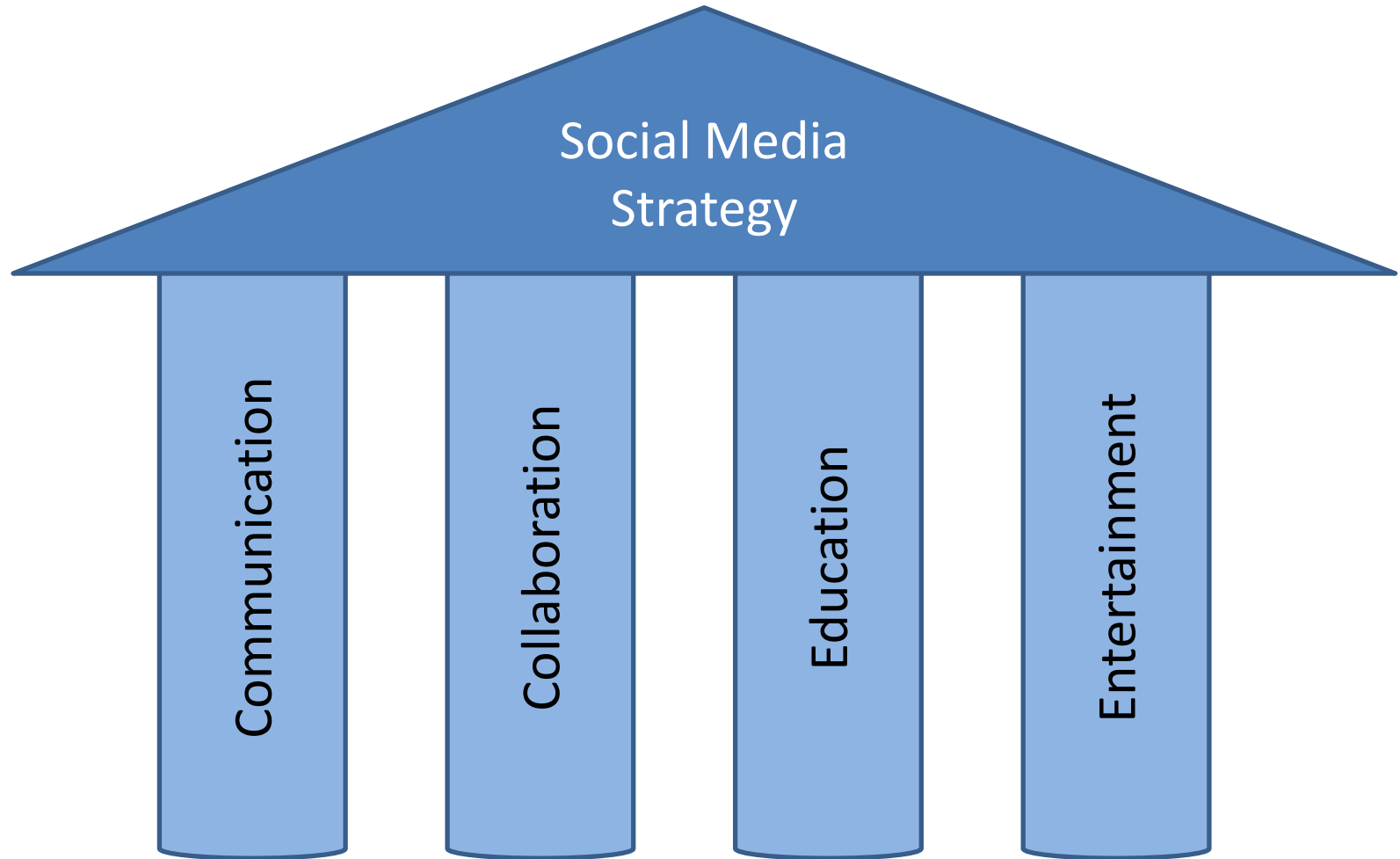
- Customer solution
- Customer cost
- Convenience
- Communication

Marketing 4P to 4C

- **Product** → **Customer solution**
- **Price** → **Customer Cost**
- **Place** → **Convenience**
- **Promotion** → **Communication**

Four pillars of social media strategy

C²E²



Core Concepts

- **Needs, wants, and demands**
- **Target markets, positioning** (in mind of target buyers), segmentation
- **Offerings** (intangible benefit made physical) and **brands** (offering from a know source)
- **Value** (set of benefits) and satisfaction
- **Marketing channels** (communications, distribution, and service)
- **Supply chain**
- **Competition**
- **Marketing environment**
- **Marketing planning**

Marketing Management Tasks

- **Developing marketing strategies** (strategic fit)
- **Capturing marketing insights** (obtaining information)
- **Connecting with customers** (relationships)
- **Building strong brands** (understand strengths and weaknesses)
- **Shaping market offerings**
- **Delivering value**
- **Communicating value**
- **Creating long-term growth** (positioning and new-product development)

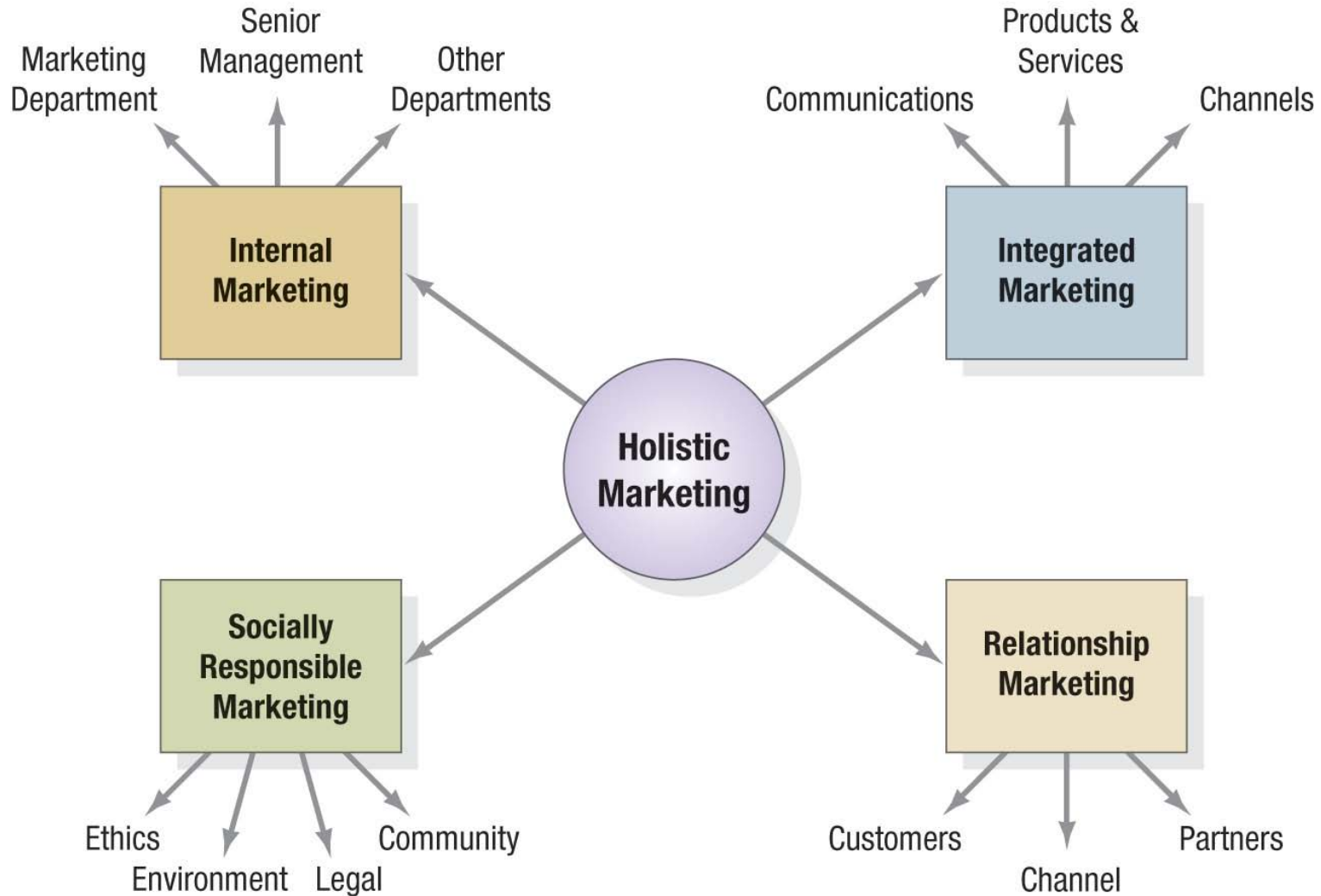
Functions of CMOs

- Strengthening the brands
- Measuring marketing effectiveness
- Driving new product development based on customer needs
- Gathering meaningful customer insights
- Utilizing new marketing technology

New Consumer Capabilities

- A substantial increase in buying power (a click away)
- A greater variety of available goods and services (internet)
- A great amount of information about practically anything (online)
- Greater ease in interacting and placing and receiving orders (24/7)
- An ability to compare notes on products and services (internet)
- An amplified voice to influence public opinion (internet)

Holistic Marketing Dimensions



I want it, I need it...

5 Types of Needs

- Stated needs (inexpensive)
- Real needs (low operating cost)
- Unstated needs (good service)
- Delight needs (extras)
- Secret needs (savvy consumer)



Does Marketing Create or Satisfy Needs?

Interactive Marketing

- Tailored messages possible
- Easy to track responsiveness
- Contextual ad placement possible
- Search engine advertising possible
- Subject to click fraud
- Consumers develop selective attention

e-Marketing Guidelines

- Give the customer a reason to respond
- Personalize the content of your emails
- Offer something the customer could not get via direct mail
- Make it easy for customers to unsubscribe

Increasing Visits and Site Stickiness

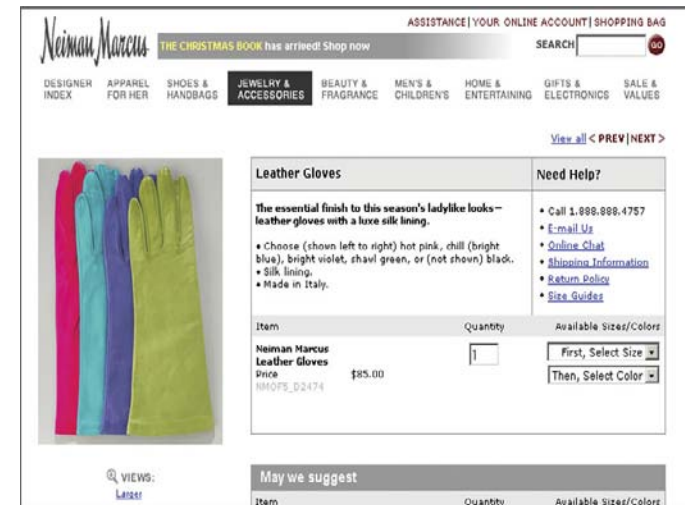
- In-dept information with links
- Changing news of interest
- Changing offers
- Contests and sweepstakes
- Humor and jokes
- Games

Ease of Use and Attractiveness

- Ease of Use
 - Downloads quickly
 - First page is easy to understand
 - Easy to navigate
- Attractiveness
 - Clean looking
 - Not overly crammed with content
 - Readable fonts
 - Good use of color and sound

Designing an Attractive Web Site

- **Context**
 - Layout & design
- **Content**
 - Text, picture, sound, video
- **Community**
 - user-to-user communication
- **Customization**
 - tailor to user or allow personalization
- **Communication**
 - enables site-to-user, user-to-site, or two-way communication
- **Connection**
 - ability to link to other sites
- **Commerce**
 - ability to enable commercial transactions



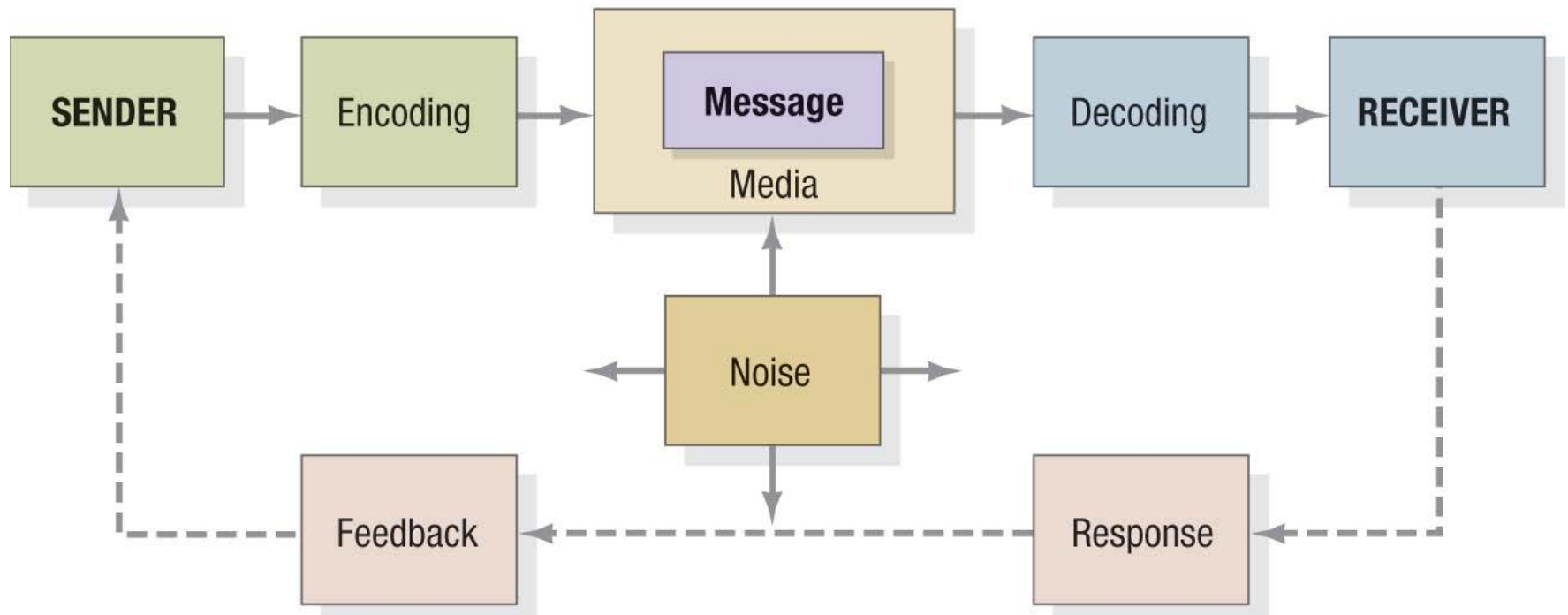
How to Start Buzz

- Identify influential individuals and companies and devote extra effort to them
- Supply key people with product samples
- Work through community influentials
- Develop **word-of-mouth** referral channels to build business
- Provide compelling information that customers want to pass along

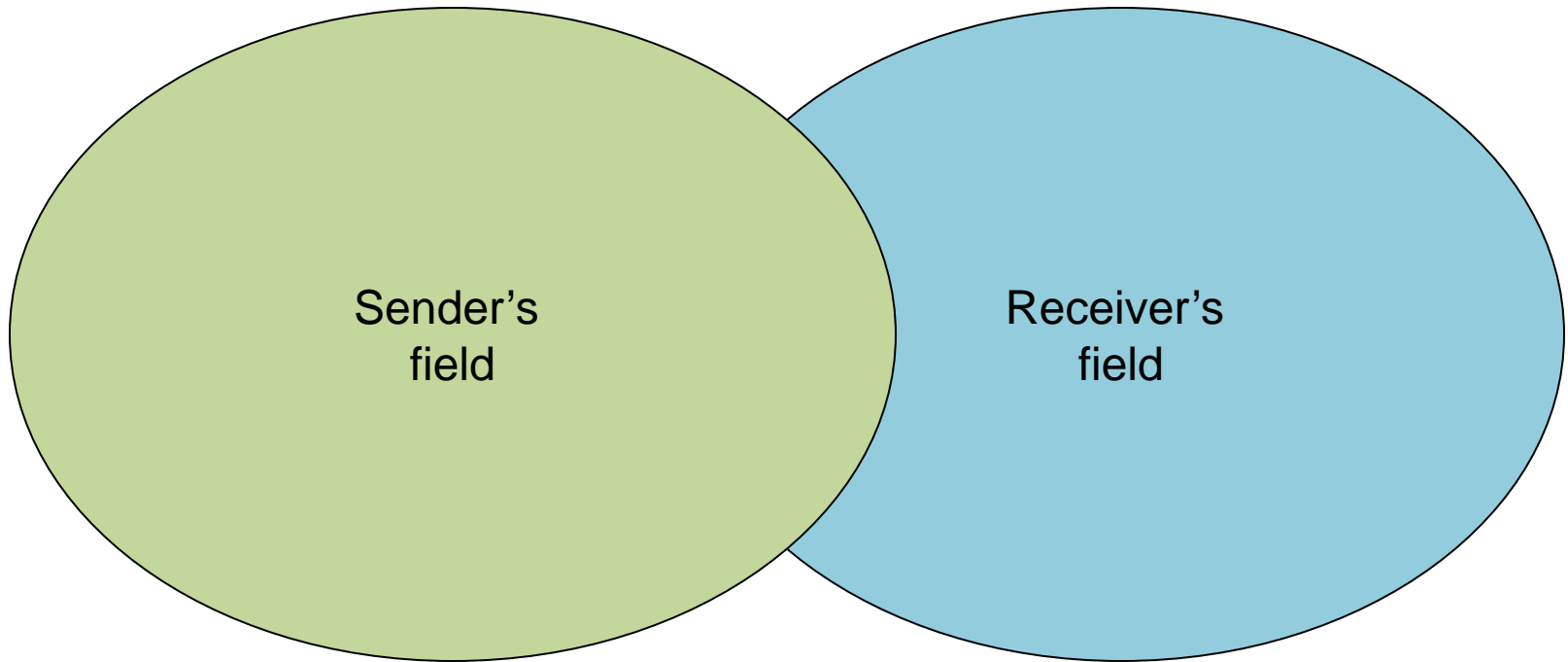
Word-of-Mouth Marketing

- Person-to-person
- Chat rooms
- Blogs
- Twitter, Plurk
- Facebook
- Youtube

Elements in the Communications Process



Field of Experience



The Communications Process

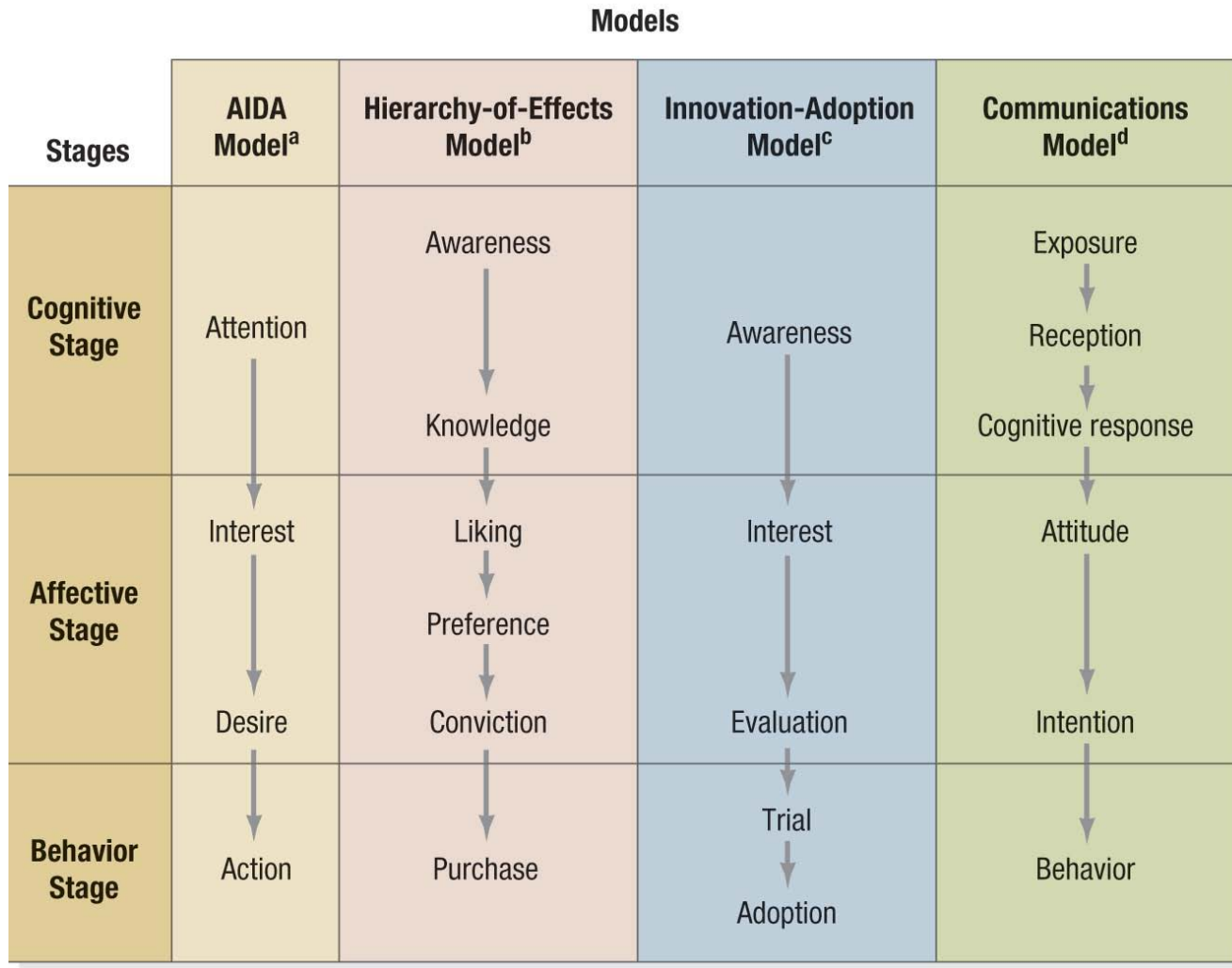


Selective attention

Selective distortion

Selective retention

Response Hierarchy Models



Stages in the Adoption Process

Awareness

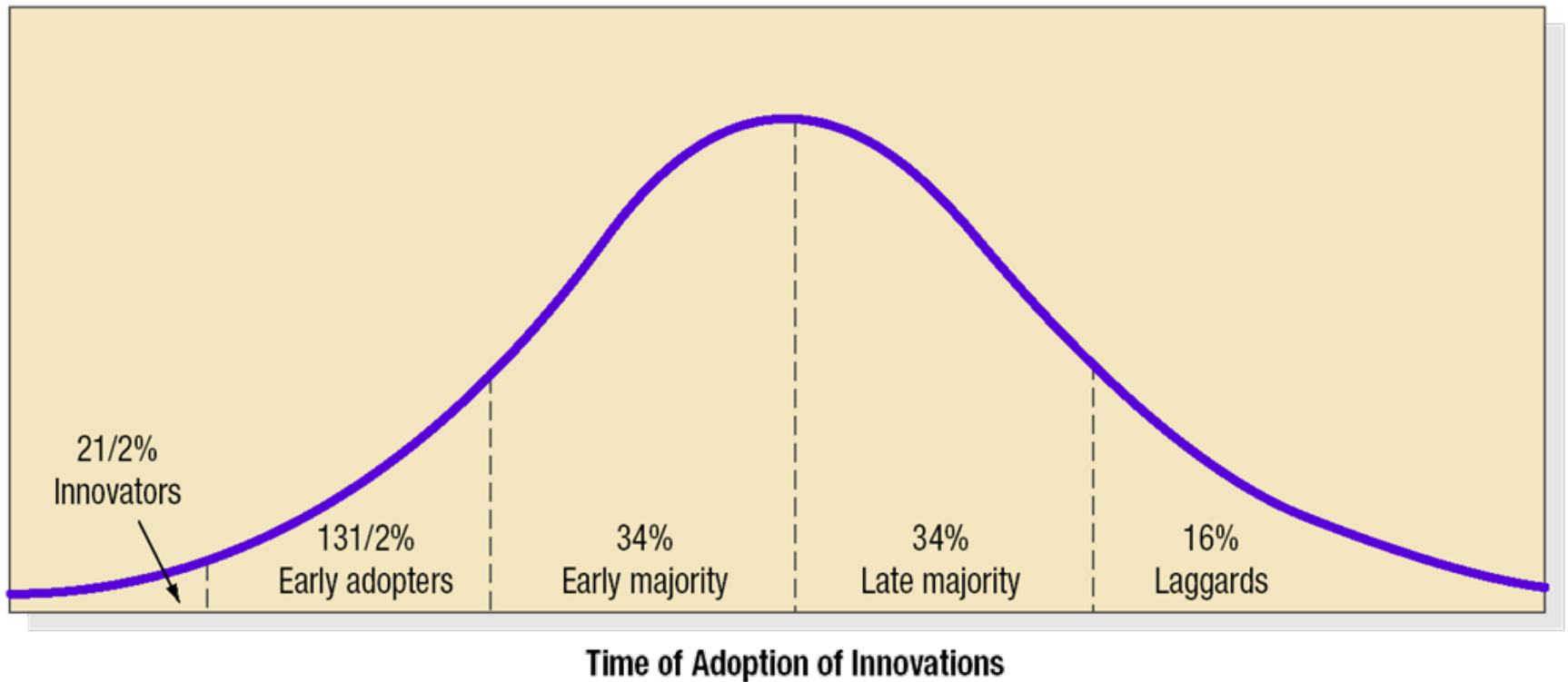
Interest

Evaluation

Trial

Adoption

Adopter Categorization



Social Media Marketing For Business



Social Media Marketing

- Scorecard for Social Media
 - 4 - Extremely Valuable
 - 3 - Very Valuable
 - 2 - Somewhat Valuable
 - 1 - Not Very Valuable
 - 0 - No Value

Scorecard for Social Media

Social Media Tool	Internal Value	External Value
Facebook	4 3 2 1 0	4 3 2 1 0
LinkedIn	4 3 2 1 0	4 3 2 1 0
Blogger	4 3 2 1 0	4 3 2 1 0
SlideShare	4 3 2 1 0	4 3 2 1 0
Wikipedia	4 3 2 1 0	4 3 2 1 0
Flickr	4 3 2 1 0	4 3 2 1 0
Picasa	4 3 2 1 0	4 3 2 1 0
iTunes	4 3 2 1 0	4 3 2 1 0
Podcast	4 3 2 1 0	4 3 2 1 0
Youtube	4 3 2 1 0	4 3 2 1 0
Twitter	4 3 2 1 0	4 3 2 1 0
Plurk	4 3 2 1 0	4 3 2 1 0

Scorecard for Social Media

4 - Extremely Valuable, 3 - Very Valuable, 2 – Somewhat Valuable, 1 - Not Very Valuable, 0 - No Value

Social Media and the Voice of the Customer

- Listen to the **Voice of the Customer (VoC)**
 - Social media can give companies a torrent of highly valuable customer feedback.
 - Such input is largely free
 - Customer feedback issued through social media is qualitative data, just like the data that market researchers derive from focus group and in-depth interviews
 - Such qualitative data is in digital form – in text or digital video on a web site.

Accenture's SLOPE Model for Listening to the Social Voice of the Customer

Social Voice of the Customer

Synchronize

Listen &
Learn

Optimize &
Operationalize

Personalize &
Propagate

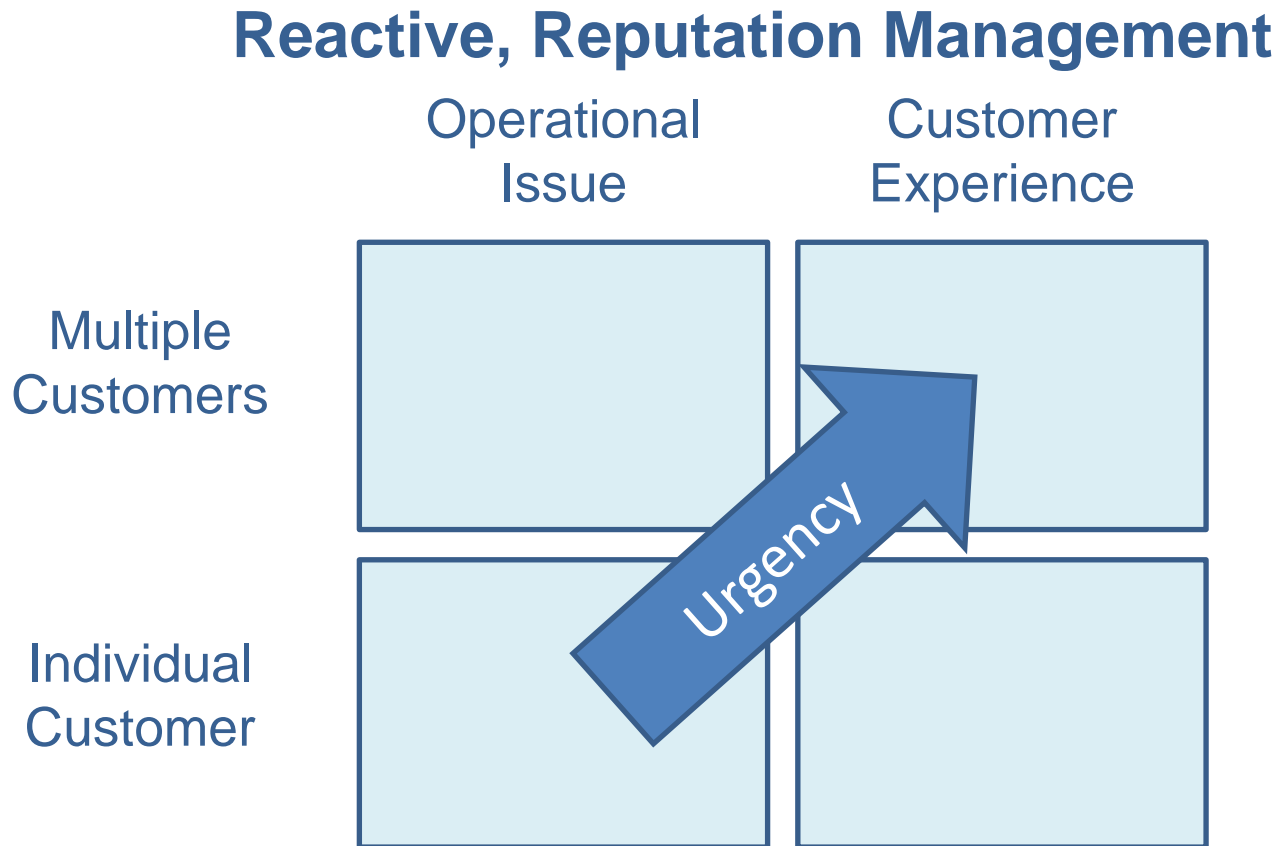
Execution &
Expectations

Listen and Learn

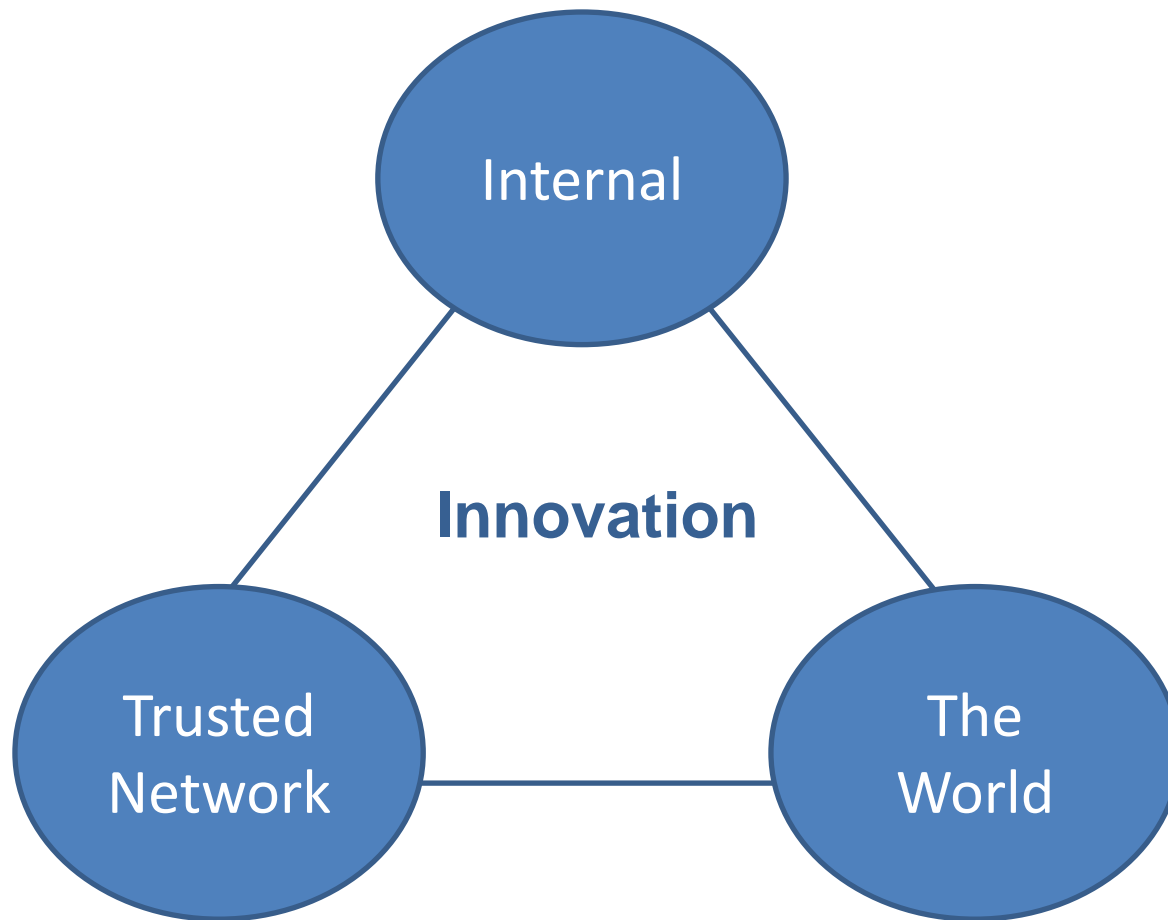
Text Mining for VoC

- Categorization
 - Understanding what topics people are talking or writing about in the unstructured portion of their feedback.
- Sentiment Analysis
 - Determining whether people have **positive**, **negative**, or **neutral** views on those topics.

Customers' Opinions About Operational versus Customer Experience Issues



Social Media Can Help Orchestrate Three Spheres to Influence to Boost a Company's Innovation Efforts



Examples of Social Media Selling Strategies in the Market Today



Case Study: LenovoClub CareerLife 職場人生

拉NO佛國際集團 民國一百年隆重鉅獻

CH4 LTV

戲劇 | 頻道 | 活動 | 討論 | 購物

副總爭霸戰 觀眾選邊讚

特別介紹 姓沛的

人物關係圖

劇照下載

職場人生

職場人生親似海深 誰擁姓沛的就穩升
惡男奸女爭權謀，纏鬥三回定生死 非死不可選邊讚，若贏姓沛的跟你走！

Case Study: LenovoClub CareerLife 職場人生

拉NO佛國際集團鉅獻 ...

www.lenovoclub.com.tw/careerlife/

第一集 按怎潑攏免驚 熱烈上映中

[職場人生] 第一集 不管安怎潑攏免驚



0:00 / 2:02

拉NO佛國際集團空出副總職缺，
平日是死對頭的行銷部經理麥可陳，和業務部經理尖妮ㄟㄟ，
為求升官互相惡鬥，
嗆聲過程中有人順勢把手中一杯水潑出……

嘿浪 PLURK

非死不可 facebook 分享

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Case Study: LenovoClub CareerLife 職場人生

YouTube 播放頁面顯示：

網址：www.youtube.com/watch?v=XRUVbFEnPig

影片標題：**【職場人生】第一集 不管安怎潑攏免驚**

頻道：**Itvchn** (訂閱) 13 部影片

影片縮略圖顯示：第二集，標題為**職場人生**，並有文字**拉NO佛跨國企業集團鉅獻**。

影片播放進度：0:03 / 2:02，360p 解析度。

互動數據：124,781 觀看次數，203 人喜歡，14 人不喜歡。

影片描述：**Itvchn** 於 2011-05-06 上傳
拉NO佛國際集團空出副總裁職缺，平日是死對頭的行銷部經理麥可陳和業務部經理尖妮ㄟㄘ互嗆.....

推薦影片：

- 擔心聖誕夜訂不到餐廳?**
上傳者: lp1999go
觀看次數: 343 推薦影片
- 【職場人生】第二集 姓沛的係按呢用ㄟ**
by Itvchn
觀看次數: 111,860
- 【職場人生】第三集 副總爭奪戰最終回**
by Itvchn
觀看次數: 31,592
- [TVBS 報導]「筆電人生」鄉土劇 啥! 廣告仿**
by Itvchn
觀看次數: 2,095
- 【職場人生】第ㄟ篇**
by Itvchn
觀看次數: 22,466
- 【職場人生】精彩預告(短)**
by Itvchn
觀看次數: 6,944

Case Study: LenovoClub CareerLife 職場人生

[職場人生] 第一集 不管怎麼

www.youtube.com/watch?v=XRUvBFEnPig

喜歡 新增至 分享 124,781

總觀看次數：124,781

評論：63 我的最愛：119

喜歡的：203 不喜歡的：14

重要探索活動

日期	活動	觀看次數
A 11-05-12	精選影片初次觀看次數	7,250
B 11-05-12	初次嵌入於 - static.ak.facebook.com	6,360
C 11-05-11	初次嵌入於 - share.youthwant.com.tw	2,946
D 11-05-10	首次透過廣告播放	7,727
E 11-05-10	初次嵌入於 - www.mobile01.com	2,820
F 11-05-08	初次嵌入於 - www.lenovoclub.com.tw	14,749
G 11-05-08	來自 YouTube 搜尋的首次推薦 - 職場人生	9,522
H 11-05-08	首次透過行動裝置播放	4,700
I 11-05-08	首次推薦媒介： - www.facebook.com	4,563
J 11-05-06	來自相關影片的首次推薦 - [職場人生] 第二集 姓沛的係按呢用ㄟ	8,749

觀眾

此影片最受下列人士歡迎：

性別 年齡

此影片在以下地點最受歡迎：

[職場人生] 精彩預告(短)
by litvchn
觀看次數：6,944

世界最小台筆電
by cbate
觀看次數：27,623

頭夜市D第一集片段-江一官向警察挑釁(附字幕)
by lan08438
觀看次數：31,780

超級偶像-崩崩哥
by wenhot
觀看次數：539,566

2010-03-31 夜市人生72集 有志踏拳第一名 大風如
by a1245648
觀看次數：19,463

職場人生-孤島教師 下集.mp4
by PhoneMovieTv
觀看次數：3,862

夜市人生 爆橘拳 (格鬥天王版)
by st10043
觀看次數：489,652

職場人生-辦桌總舖師 上

0:18

0:11

1:38

2:51

8:45

7:30

5:50

1:24

Case Study: LenovoClub CareerLife 職場人生

[職場人生] 第一集 不管安怎

www.youtube.com/watch?v=XRUVbFEnPig

觀眾

此影片最受下列人士歡迎：

性別	年齡
男性	35-44
男性	25-34
男性	18-24

此影片在以下地點最受歡迎：

更多
較少

ltvchn 於 2011-05-06 上傳

拉NO佛國際集團空出副總裁，平日是死對頭的行銷部經理麥可陳和業務部經理尖妮ㄟㄣ互哈.....
http://www.lenovoclub.com.tw/careerlife/?utm_source=Youtube&utm_medium=vi...

顯示更多

最佳評論

不簡單的宣傳片段!! 裡面完全沒帶半點廣告氣色, 亦完全沒有感到是在播廣告!! 而且他完全不會想在電視來放!! 因為在電視大家就會以為是在看廣告!! 但在電腦世界大家就會以為是真的什麼新的連續劇!! 成功的廣告, 不會在廣告裡說那是什麼產品!! 兩個字已經完全地帶出廣告意思!!! 不簡單的廣告!! 不簡單的姓沛和拉NO佛
nomuchmore 7個月以前 14

“我就跟你姓尖” 笑死XDDD
p90349 6個月以前 10

203 人喜歡, 14 人不喜歡

影片出處:
OA拆組達人-OA辦公家具
買賣拆組專家

by st10043
觀看次數: 489,652

職場人生-辦桌總舖師 上集.mp4
by PhoneMovieTv
觀看次數: 1,001

Nothing New No Response
by vutuanduy
觀看次數: 159,593

職場人生-木船師 上集.mp4
by PhoneMovieTv
觀看次數: 734

職場人生 木船師 下集
by PhoneMovieTv
觀看次數: 345

職場人生-辦桌總舖師 下集.mp4
by PhoneMovieTv
觀看次數: 553

老婆的夜市人生~第一集~射飛鏢
by jasir120
觀看次數: 135

信義房屋分手快樂 真相篇
by jamestuo
觀看次數: 542,319

Summary

- Social Media Marketing
- Marketing
- Marketing Management

References

- Robert Wollan, Nick Smith, Catherine Zhou, The Social Media Management Handbook, John Wiley, 2011.
- Lon Safko and David K. Brake, The Social Media Bible: Tactics, Tools, and Strategies for Business Success, Wiley, 2009
- Philip Kotler and Kevin Keller, Marketing Management, 13th Edition, Prentice Hall, 2008